

Message Text

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47/42

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 CU-04 MMO-04 USIA-15 /043 W

----- 013554

R 021322Z FEB 76 CORRECTED COPY FOR MCN

FM USMISSION USBERLIN

TO USDOC WASHDC

INFO SECSTATE WASHDC 1933

AMEMBASSY BONN

AMCONSUL DUESSELDORF

AMCONSUL FRANKFURT

UNCLAS USBERLIN 0183

COMMERCE FOR OIM/SAD -IN-STORE PROMOTIONS, CHARLES JOHNSON
AND OIM/WE-ED HEISER

E.O. 11652: N/A

TAGS: BEXP, BFOR, GW, WB

SUBJECT: IN-STORE PROMOTION PROGRAM: FOLLOW-UP

REF: A) USBERLIN 2040 B) STATE 301079

1. MISSION RECENTLY RECEIVED LETTER FROM GUENTHER BURKERT, GENERAL MANAGER, KARSTADT STORES, BERLIN, NOTIFYING US THAT KARSTADT HEADQUARTERS ESSEN DECIDED NEGATIVELY ON IN-STORE PROMOTION PROGRAM DURING FY-76 OR 77. NO REPEAT NO SPECIFIC REASONS CITED. COPY OF LETTER WITH INFORMAL TRANSLATION POUCHED OIM FOR JOHNSON.

2. POST ALSO FOLLOWED-UP WITH JOACHIM LINDGENS, GENERAL MANAGER. KAUFHAUS DES WESTENS, HERTIE AND WERTHEIM BERLIN, WHO REMAINS NEGATIVE FOR REASONS DISCUSSED DURING JOHNSON VISIT HERE.

3. ON POSITIVE NOTE, SEAGRAM OVERSEAS SALES COMPANY'S FRANKFURT SUBSIDIARY, SOSCO GMBH, IS NEGOTIATING WITH BERLIN HERTIE GROUP FOR BICENTENNIAL-RELATED IN-STORE PROMOTION OF AMERICAN WHISKEYS AND WINES HERE THIS MAY. THERE IS CHANCE THAT HOLLYWOOD HISTORY EXHIBIT BEING SHOWN AT SELFRIDGES LONDON CAN BE TIED INTO SOSCO PROMOTION HERE.

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GEORGE

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 02 FEB 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976USBERL00183
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760039-0192
From: USBERLIN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760290/aaaadbhb.tel
Line Count: 61
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 USBERLIN 2040, 76 STATE 301079
Review Action: RELEASED, APPROVED
Review Authority: blochd0
Review Comment: n/a
Review Content Flags:
Review Date: 20 MAY 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <20 MAY 2004 by BrownAM>; APPROVED <17 NOV 2004 by blochd0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: IN-STORE PROMOTION PROGRAM: FOLLOW-UP
TAGS: BEXP, GE, WB
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006